

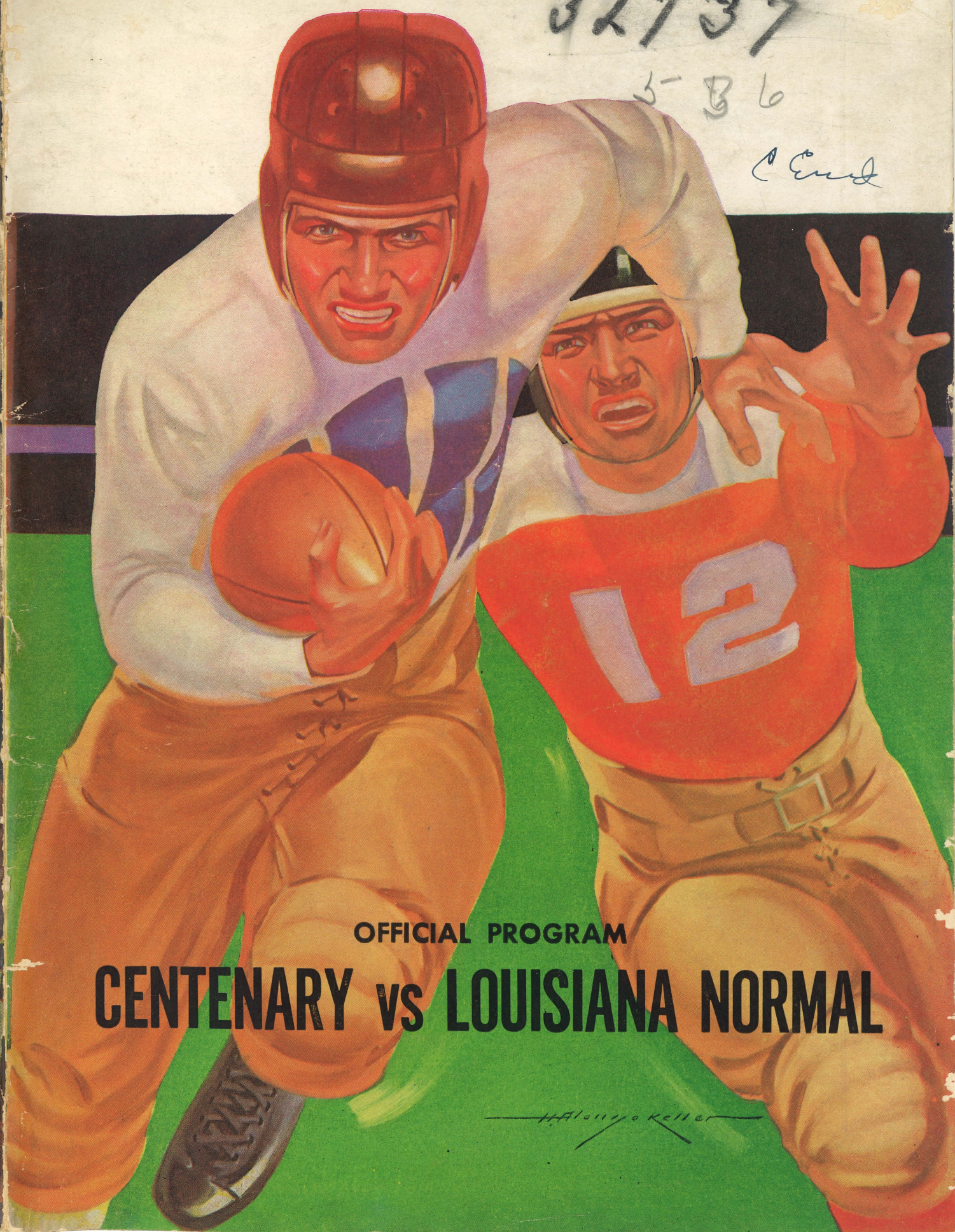
SEPTEMBER 18, 1937

PRICE 15 CENTS

32737

5-86

End



OFFICIAL PROGRAM

CENTENARY vs LOUISIANA NORMAL

H. A. Sullivan Keller

The "Class of the Field"!



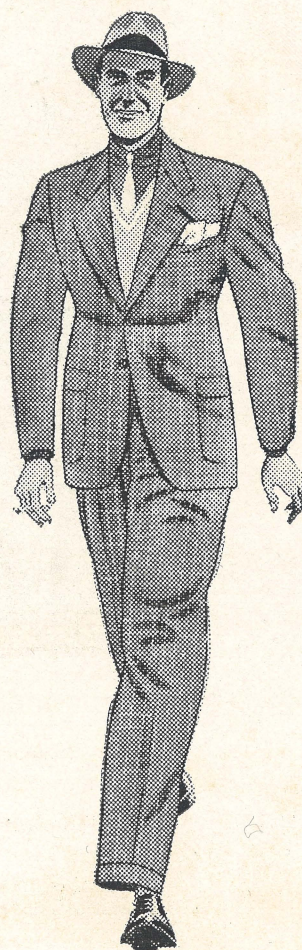
Selber Bros. Suits, "Undefeated Champions" . . . who will win in the field of sports is always open to question. But in the field of clothing this pretty definitely settled. Selber Suits are the undefeated champions. Undefeated for superior quality. Undefeated for value. In fact . . . it costs no more to say: "It came from Selber Bros."

AN ALL-STAR LINE-UP IN MEN'S SUITS FOR FALL

★ Men's 2-Pants Suits	\$26.50
★ Pilot Worsteds	\$29.50
★ Longworth Suits	\$38.50
★ The Eagle Drape	\$45.00
★ Hickey-Freeman	\$50.00

FIRST STRING ACCESSORIES

ARROW and MANHATTAN SHIRTS
FALL NECKWEAR - INTERWOVEN SOCKS
MALLORY and STETSON HATS



Selber Bros.
INC.

Individual Shops • MEN • WOMEN • CHILDREN

HEADQUARTERS FOR CENTENARY FOOTBALL TICKETS

In Memoriam



DR. GEORGE S. SEXTON

"Remember boy's I'm for you, every one of you"—

Born in Middleburg, Tennessee, June 10, 1867. Educated at Hendrix College Conway, Arkansas. Received an honorary degree of Doctor of Divinity from Kentucky Wesleyan University in 1910. President of Centenary 1921-1932. President Emeritus 1932-1937. Died on July 4, 1937.

BORROW HERE . . .

YOU NEED NOT BE A DEPOSITOR!



LOW RATES - . . .

CONVENIENT TERMS - . . .

YOUR APPLICATIONS CORDIALLY INVITED



Commercial National Bank

Shreveport, La.

Member Federal Deposit Insurance Corporation

Compliments of

Gardner Smoke Shop

409 Milam

Red Lawrence, Prop.

Compliments

**Hodges Laundry & Dry
Cleaning Co.**

Movers of Household Goods

**TERMINAL
WAREHOUSE
& TRANSFER
COMPANY**

Phone 6248

GOODRICH

TIRES

BATTERIES

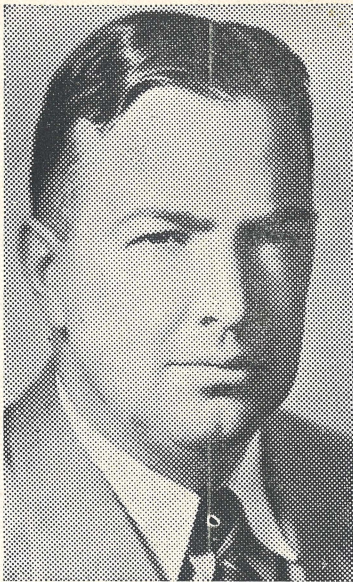


Redding Tire Service

Incorporated

Louisiana and Crockett Sts.

Phone 3174



HEAD COACH CURTIS PARKER

COACH CURTIS PARKER

A product of the University of Arkansas where he starred in football, basketball and track, Coach Curtis Parker is in the twelfth year of his association with Centenary college.

Parker joined the Centenary athletic department in 1926, served three years as freshman coach, five as assistant coach and is now in his fourth year as head coach.

Parker-coached teams have maintained Centenary standards of football efficiency. He made material contributions to the football success of the Maroon and White as an assistant, and as head coach he has kept grid-iron affairs at the school on the same high plane that was reached under the administrations of his predecessors.

In addition to his football duties, Parker is athletic director, and is head coach of the basketball team. He has produced two conference champions in the latter sport and had an undefeated team in 1934.

In his competitive years Parker lettered in football, basketball and track at Arkansas, was selected on various all-conference basketball teams in his junior and senior years and was mentioned as an all-conference football end in 1925.

Gents' Coaching Staff

COACH ELMER SMITH

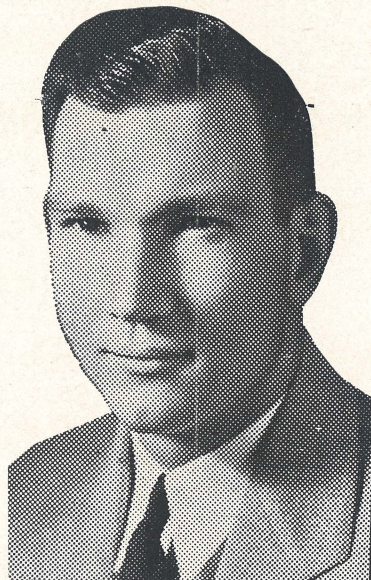
An athletic background that encompassed stardom in football, basketball, track and baseball prepared Assistant Coach Elmer Smith for a coaching career that was begun at Hamburg, Ark., high school, was continued at Hendrix college and at Centenary, where the former

way of tutoring the grid candidates. Smith is the club's No. 1 scout.

COACH TOM COBB

Although he was the latest addition to the Centenary coaching staff, Coach Tom Cobb has thoroughly established himself here as a competent football instructor in his capacity of line coach of the Gentlemen.

Cobb is a product of Northeast Teachers college of Oklahoma and his competitive background included college football and baseball and four years of professional football with Kansas City, Cleveland, Detroit, and Chicago. His first coaching assignment was at Waggoner, Okla., high school, and from there he went to Northeast Teachers where he remained two years. He joined the Centenary staff in 1936. Cobb's size and impressive stature make certain that he has to speak only once to cause the lads to snap into it as he directs the phase of football training he supervises. Cobb has been an extremely valuable aid to Parker in fashioning the lines that have come under his direction.



COACH ELMER SMITH

four-letter star at Hendrix, is now in his second season as backfield coach of the Gents. Smith won all-Arkansas recognition at Hendrix, was a discus thrower in track competition and played college baseball before playing professional baseball for three years as a catcher. Smith coached the Hamburg high team with conspicuous success for three years, was a member of the Hendrix staff for three years and came to Centenary in 1935 as Parker's associate football coach and coach of the baseball team. He has established himself here as a thorough-going mentor, and although quiet, has a persuasive



COACH TOM COBB

YEA! GENTS, WE'RE FOR YOU!



BAYOU STATE OIL CORPORATION

A SHREVEPORT OWNED COMPANY

S & L Service and Storage Company

Largest and Finest Storage Garage in North Louisiana

HERTZ-SYSTEM
Drive Yourself Cars

Johnson Sea-Horse
Outboard Motors

CHRIS-CRAFT BOATS

330 Travis St.

Opposite Washington-Youree



AILS—BACK

We Have Money to Loan

For Business Purposes—

For Personal Opportunities—

For Family Needs—

We are glad to cooperate with the people of the community in extending credit on sound banking principles. We invite you to discuss your needs with us.

CONTINENTAL-AMERICAN BANK & TRUST COMPANY

SHREVEPORT, LA.

Member Federal Deposit Insurance Corporation

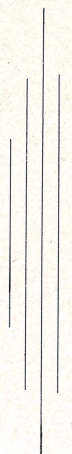


The New Gym

SPECIAL COMMITTEE OF ATHLETICS



GEO. D. WRAY



JOHN B. ATKINS

Dependability

To keep the wheels turning, a factory's source of raw materials must be unfailing. Likewise important to its uninterrupted operation is the fuel that furnishes power. Natural Gas, a cheap, flexible, efficient fuel fills

every requirement for instant heat, but that is not all. The service behind the fuel must be steady, unfaltering, dependable. To that end, the United Gas System is constantly developing its facilities to fill more completely the growing needs of the industry it serves.

UNITED GAS SYSTEM

Frost Lumber Industries

Incorporated

Manufacturers of

YELLOW PINE AND HARDWOOD LUMBER

FIGHT 'EM GENTS

FIELD PERFORMANCE ---

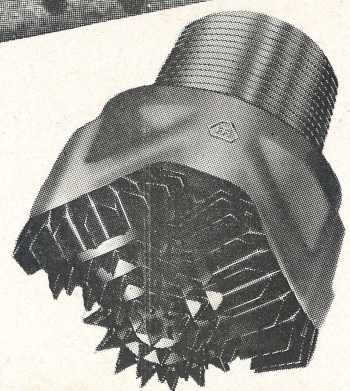
Plus!



Hughes "Tailor-Made" Rock Bits can be depended upon for "Performance-Plus" in making hole.

"There's a Hughes Rock Bit especially designed, in fact "Tailor-Made" to bore thru any kind of formation.

Get the *right* Bit for the Job—*Specialize with Hughes.*



HUGHES TOOL COMPANY - HOUSTON, TEXAS, U. S. A.

Your cheers will help smooth the rough spots for the Gents

*We're Glad to see you attend Centenary's Games.
See them all! But if you can't go, then listen to*



TED ANDREWS

as he describes each and every
game of Centenary's schedule.

KWKH is a leader in sports, news
and entertainment. 1100 kilocycles on your dial.

KWKH SHREVEPORT



Compliments of

REED ROLLER BIT COMPANY

Manufacturers of

**ROCK BITS—TOOL JOINTS—REAMERS
KOR-KING CORE DRILLS**

Barrett-Robishaw Wire Line Drilling-Coring Bits
Replaceable Blade Fishtail Bits—Basket Bits—Drill Collars
Casing Rollers—Milling Tools—Taps
Welded-in Blade Drilling Bits—Substitutes
Wire Line Collapsible Blade Drilling Bit and Core Barrel



*We're for
You, Gents*



Shreveport's Leading Jewelers

419 Texas Street

Phone 5346

The Brewster Co., Inc.

MANUFACTURES

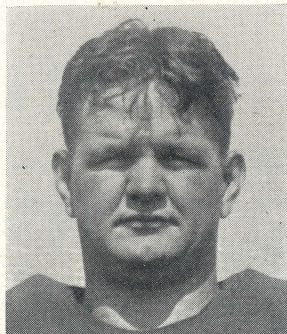
Oil Well Equipment and Supplies

Shreveport, La.



Compliments

**Frick-Reid Supply
Corporation**



PARTIN—TACKLE



**Flenniken Construction
Company**

PAVING CONTRACTORS

Shreveport, La.

Compliments of

Magnolia Packing Co.



Baseball Returns

Phone 2-5462

Subway Billiard Club

**Largest and Best Equipped Billiard
Parlor in City**

Results of All Sporting Events

Chas. Rinaudo, Owner
Basement, Simon Building

**Mansfield
Hardwood Lumber Co.**

Manufacturers of

Hardwood and Pine Lumber

Sales Office, Shreveport
Mill at Winnfield, La. Mill at Zwolle, La.

GENTS' BOOSTERS

R A Warley Leonard Daniels On W.B. Worley
O B Cogswell Maurine Willis
R B Allington McWhelers
Lavinia F. Farnsworth Charles E. Bee
Olyde Jordan H. K. Warshaw
H. J. Farnsworth E. O. Sixes
B. J. Farnsworth Darby & Perkins Inc
H. J. Farnsworth B. J. Farnsworth
M. J. Farnsworth M. J. Farnsworth
L. J. Farnsworth M. J. Farnsworth
J. O. Farnsworth J. O. Farnsworth
L. M. Farnsworth L. M. Farnsworth
"Big Apple" Farnsworth J. O. Farnsworth
R. J. Farnsworth R. J. Farnsworth
Mrs. A. B. Farnsworth R. J. Farnsworth
R. J. Farnsworth R. J. Farnsworth
J. M. Farnsworth J. M. Farnsworth
W. J. Farnsworth W. J. Farnsworth

We're for you, Gents



LYLES LAUNDRY

Phone 5179

NATHAN'S

For young men and men who stay young

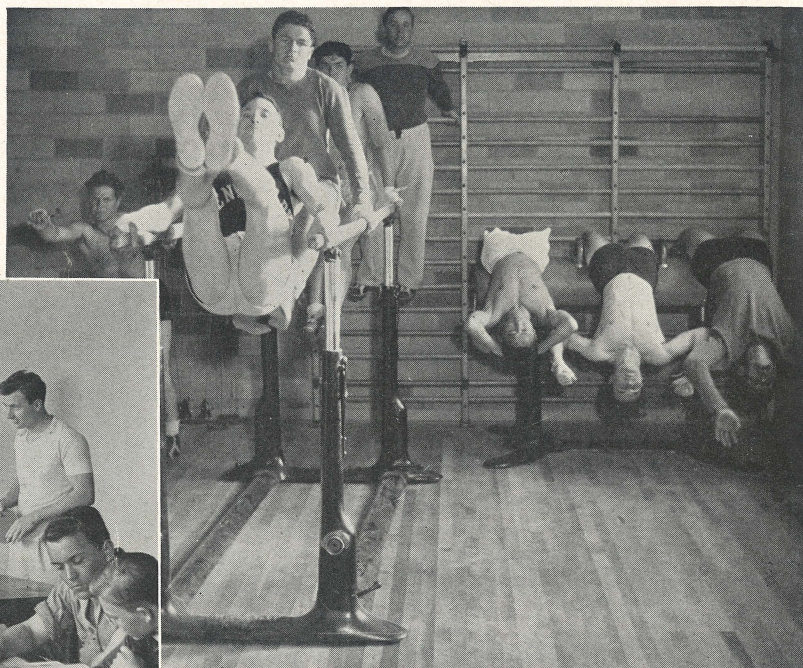


Society Brand Clothes

Smart Accessories



In the "C" Room



In the Auxiliary Gym

OSBORN'S

**PIONEER
HOTEL**

Tucson, Arizona

**THE HOME OF VISITING
ATHLETIC TEAMS**

J. M. Proster, Manager

GENTS' BOOSTERS

Sam Backus Chas McEvans. John L. Scales Jr W. N. O'Rourke J. Pittman Hesterly Andrew Quisbes M. B. Janot O. Bengtson W. J. Ripson O. M. Griffie H. Kneeland Phelps Jr B. Horman H. C. Peacy R. B. W. L.erson E. G. Thompson Charles Hart. W. H. H. H. Bill Pinson R. M. (Bill) Washburn C. A. L. L.	Ray Williams A. B. Herring C. S. Thagner H. Hooper Jr F. L. Simon Walter Leeds A. W. Sand B. R. Vernon. Jim H. Stinger Ray Winn J. B. Greer. J. M. Murff Jr M. W. Feist Mrs. Elmer Smith Mrs. Jane Cobb J. H. Payne Lawford H. H. H. Doug Attaway George Sexton Jr John H. Urban A. A. Jarvis Elmer Smith
---	---

LOUISIANA'S OLDEST BANK

Extends Best Wishes to 113-Year-Old Centenary College



Resources Over 29 Millions



HUDDLESTON—BACK

FIRST NATIONAL BANK

Shreveport



W. H. STONE—BACK

Through its twenty-three years of experience in handling all types of insurance problems, this Agency, representing Old Line Stock Companies only, is in a position to offer the policyholder and insurance service of unquestioned reliability.

QUERBES & BOURQUIN

INSURANCE SERVICE

PHONE 5241

SHREVEPORT, LOUISIANA

212-214 MILAM ST.

WE HAVE PLAYED BALL WITH HOME MAKERS FOR
FORTY YEARS

Booth's

801-837 Texas Avenue

GOOD FURNITURE SINCE 1877

Before Practice



**Builders
Supply
Company, Inc.**

Wholesale Dealers
in
Building Material

Post Office Box 295

Foot of Third Street on
L. & A. Railway Tracks

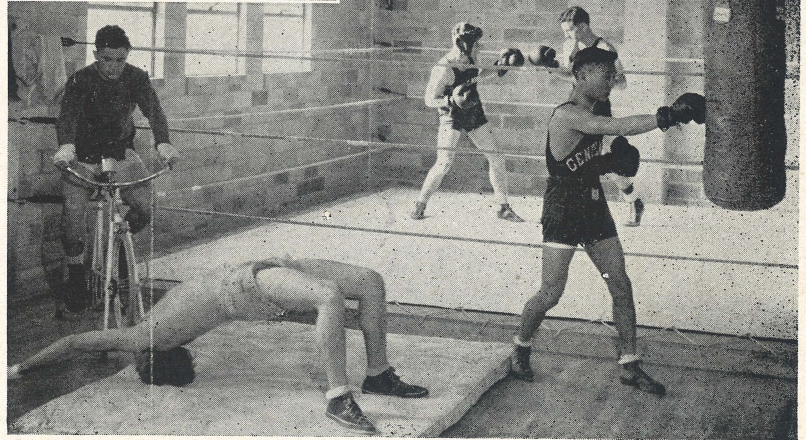
SHREVEPORT, LA.

**Perfection Oak
Flooring Co.**

Makers of

'FROSTBRAND'

"The Standard of Oak Flooring
Value."



Machino Getting Ready

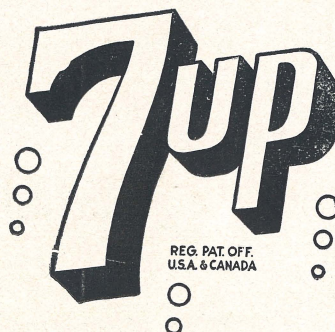
"IT PAYS TO PLAY"
and

We feature the finest equipment
to play with—

REACH, RAWLINGS AND
GOLDSMITH
ATHLETIC GOODS FOR SCHOOLS
AND COLLEGES
SPOT BUILT SHOES FOR ALL
SPORTS

"Look for the *White Spot* on Back of
the Players' Shoes

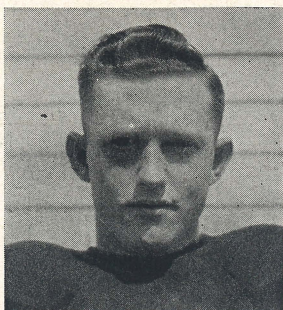
Evans Sporting Goods
302-04 Texas Street Shreveport



**Shreveport
Bottling Co.,
Inc.**



**DRINK
IT AT THE
GAME**



WARREN-END

Compliments

CHAIN BATTERY & AUTOMOTIVE SUPPLY COMPANY

Compliments of

GEO. SPROULL CO., Inc.

Compliments

VICTORIA SASH & DOOR COMPANY

IMPROVEMENTS

Funny thing, isn't it, when a Corporation, individual, School, or any other type of going organization concludes to better their surroundings or conditions, how it appears to be an endless chain.

Centenary College, when they decided to build their beautiful Gymnasium, which by the way, we have been told by lots of out of town folks, that it is equal to any that they had ever seen elsewhere, how many of us fell in line. This Gymnasium was built and about the time of the completion, other concerns began to think about improving themselves with additional building facilities.

We fell right in line and are really proud of the addition that we have made to our building and those of you, who have not had the pleasure of seeing the added floor space that our new building has provided us with, we look forward to a visit from you.

"ASK ANYONE WE SERVE"

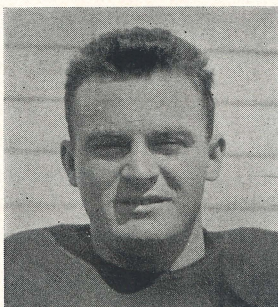
M. L. BATH COMPANY, LIMITED

608-610-612 Market Street
Shreveport, Louisiana

Manufacturing Stationers and Office Outfitters
Printing—Lithographing—Embossing
Wood and Steel Furniture—Filing Systems



BURGESS-TACKLE



SMITH-GUARD

Centenary Gentlemen, we are with you 100%.



EXCELSIOR LAUNDRY

Where Quality Counts

Phone 6238

E. A. CHAPMAN, Mgr.



*Local Spalding Dealer

CONRAD-HAASE
626 Milam St.
Shreveport, La.

Compliments

**SAENGER-EHRLICH
ENTERPRISES**

Strand Theater
Majestic Theater
Capitol Theater
Saenger Theater

Best Wishes

**TRIANGLE
DRILLING CO., Inc.**

1419 Slattery Bldg.

**Fitzgerald Plumbing and
Heating Co., Inc.**

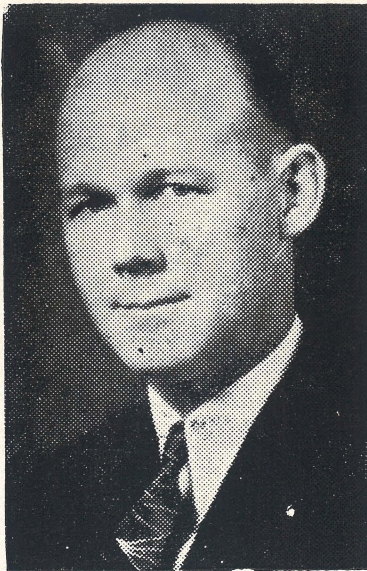
Contractors and Engineers

939-941 Louisiana Ave. Shreveport, La.

**ARDIS
& COMPANY, Inc.**

**WHOLESALE
GROCERS**

Extend all good wishes to
Gentlemen for a most
successful season.



PROF. A. M. SHAW



PRESIDENT CLINE

ATHLETIC COMMITTEE OF SCHOOL

DEAN JOHN A HARDIN
PROF. A. M. SHAW
PROF. E. L. FORD
PROF. BRYANT DAVIDSON

Unanimously Chosen the All-American Fuel

Experts everywhere agree that Natural Gas meets every requirement as the outstanding performer in the field of cooking, water-heating, refrigeration and house-heating. Industry also casts its vote for gas because of its speed, ease of control and ability to perform under any condition. Like all good champions it is fast, clean, available instantly and easy to work with. Whether its for baking a cake or running a factory, choose Natural Gas.

ARKANSAS LOUISIANA-GAS CO.

**Time to Re-Tire
... Get a FISK**

AT ALL

**Grogan Oil Company's
Service Stations**



TIME TO RE-TIRE
GET A FISK

Gentlemen
and
Polar Ware Co., Inc.

Always aggressive in our
Respective Efforts.

I C E
and modern air conditioned ice
refrigerators

Compliments of

CENTENARY THEATRE
GLENWOOD THEATRE
VENUS THEATRE
GROVE THEATRE

Compliments

WHITE'S SANITONE
CLEANERS



"We Know How"

Compliments of

CHIEFTAIN
PONTIAC CO., Inc.



A N D R E S S

For The Best

Used Car Bargains

THE WORLD'S
MOST DURABLE
VALVE CUP

Lubrikup

Best wishes, Gents

**Clanton Lumber
Supply Co.**

Fifth at Marshall—Phone 2-2139

Everything for the Builder

Compliments

**SINCLAIR
REFINING CO.**

R. R. Adams, Agent

Shreveport, Louisiana

When It's Human Mileage That
Counts You Will Buy
GENERAL TIRES

See Adair

General Tire Co., Inc.

Phone 3261

709 Crockett St.



W. H. (GRANDMA) STONE



Jones Service Station

Across From Stadium

*Shreveport's
Greatest Clothiers*

It's going to be a great old season . . . another style victory for Levy's clothes! . . . What a squad . . . ready for action . . . every model . . . every fabric . . . every one a champion! Drop in and watch the play these new styles are getting!

M. LEVY CO.
Since 1857



ZIMMERMAN—GUARD

Fight 'Em GENTS!

**We're Back of You
100%**

J. C. PENNEY CO.
INCORPORATED

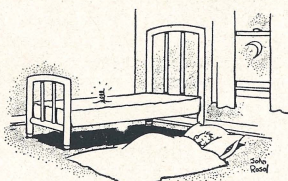
Headquarters for Clothing for
Students of All Ages



Drink

Coca-Cola

in



**You'll Never be
FLOORED**

by a

Spring-Air

MATTRESS

... NEVER!

Manufactured by

Shreveport Mattress Co.

THE WASHINGTON-YOUREE ROOF

presents

Charlie Agnew and his Orchestra

with

Complete Floor Show at 8:30 and 11:30

featuring

Len Manning and Mitzie, Mildred Perlee and Curtis and Claire

COVER CHARGE 1.00 ON SATURDAYS

CLOSING NIGHT OF ROOF SEASON, SEPT, 22nd

Roster

Louisiana Normal College Demons, 1937

NO.	NAME	TOWN	POS.	YR.	HT.	WT.	AGE
39	Allen, Bryant	Winnfield	C.	Sop.	6' ½"	170	18
40	Bell, John D.	Franklin	Q.	Sop.	5' 8"	140	23
71	Cope, Emmett	Haynesville	H.	Jun.	5' 8½"	175	23
73	Couch, Gerald	Minden	Q.	Sen.	6' 1½"	198	24
57	Creighton, Harry	Oakdale	T.	Sop.	6' 4¾"	185	20
46	Eason, F. C.	Monroe	G.	Sop.	5' 9"	180	20
65	Elkins, John	Minden	E.	Jun.	6' 3"	198	19
63	Elkins, Thomas	Minden	T.	Jun.	6' 3"	185	21
77	Farr, Kidd	Winnfield	C.	Jun.	5' 11"	187	23
70	Flournoy, Tugh	Haynesville	T.	Jun.	6' 1"	180	21
62	Gentry, Roy	Haynesville	T.	Sop.	6' 3"	195	21
56	Gilson, E. H.	Shreveport	H.	Sop.	5' 8½"	165	19
55	Harmon, Steve	Waterproof	F.	Jun.	5' 10"	162	21
66	Hilborn, Jimmie	Bossier City	H.	Sen.	5' 8"	155	23
72	Hillman, Dudley	Leesville	G.	Jun.	5' 9"	170	22
76	Jackson, Sims	Campiti	E.	Sen.	6' ½"	194	22
50	Jackson, Willard	Coushatta	F.	Sop.	5' 11"	171	22
54	James, Bill	Grenada, Miss.	C.	Sen.	6' 1¾"	170	25
	Kelly, Elton	Junction City	G.	Sop.	5' 8½"	162	20
60	C. G. Killen, Jr.	Natchitoches	T.	Sen.	6' 2"	180	20
61	Ledet, Walter P.	Clayton	T.	Jun.	6' 1½"	208	18
52	Loomis, Charles	Abbeville	F.	Jun.	5' 10"	195	21
42	Maddox, Sheron	Haynesville	E.	Sop.	5' 8½"	150	21
74	Mathis, Charles	Mooringsport	G.	Sen.	5' 8½"	180	21
75	Maxey, J. B.	Calvin	T.	Jun.	6' ½"	210	21
46	Miller, Woodrow	Minden	T.	Sop.	6' 1½"	198	20
47	Murrell, Hampden	Crowley	H.	Sop.	5' 10½"	171	20
69	Parker, Billy M.	Haynesville	H.	Sen.	6'	170	23
45	Perkins, E. D.	Natchitoches	E.	Jun.	6' 1"	168	21
43	Pernici, Frank	DeRidder	H.	Jun.	5' 9½"	170	19
44	Renwick, John	Monroe	E.	Sop.	5' 8½"	170	20
55	Russell, J. P.	Urania	G.	Sop.	5' 10"	180	20
58	Saucier, Edmond	Eunice	G.	Jun.	5' 9½"	170	18
41	Smolinski, Harold	Coushatta	E.	Sen.	5' 11"	165	23
51	Wagley, Alton	Many	T.	Sen.	5' 11"	195	23
59	Webb, Burnell	Coushatta	E.	Sop.	6' 1"	165	20
53	Wiggins, Gordon	Waterproof	E.	Jun.	5' 10"	162	22
68	Wyatt, Marvin	Atlanta	F.	Sen.	5' 11"	170	24

Harry Turpin, Head Coach

Mr. Prather, Athletic Director

After The Game Eat and Drink

WEBER'S ROOT BEER

Across from Stadium
R. L. PRESCOTT, Mgr.

The Harris Hotels

OPERATING

Caddo Hotel	Shreveport, La.
Inn Hotel	Shreveport, La.
Turner Hotel	Shreveport, La.
Garland Hotel	McGehee, Ark.

Room with Bath \$1.50 and up
J. T. Harris, Sr., Pres. and Mgr.

Centenary's 1937 Varsity Football Squad and Roster

JER NO.	PLAYER	HOMETOWN	POS.	AGE	WT.	HT.	EXP.
20	Al Beasley*	Lexington, Tenn.	B	21	149	5' 8"	2
21	F. M. May	Harrisburg, Ark.	B	18	167	5' 10"	0
22	W. H. Stone*	Shreveport, La.	B	21	165	5' 11"	2
23	Alvin Birkelbach	Thrall, Texas	B	-2	184	5' 11"	0
24	Chris O'Brien	Shreveport, La.	E	21	180	5' 10"	0
25	Ed Whitehurst	Marshall, Tex.	B	20	185	5' 8"	0
26	Jimmie Patterson	Ruston, La.	E	18	174	6' 1"	0
27	Lanford Huddleston*	Dumas, Ark.	B	21	150	5' 8"	2
29	Nedd Looney	Oklahoma City, Okla.	E	19	178	6'	0
30	Turney Vinson	Kaufman, Tex.	T	21	220	6' 6"	1
31	Jack Reynolds	Shawnee, Okla.	G	19	185	5' 8"	0
32	Dub Partin	Bossier City, La.	T	22	240	6' 1"	0
33	Jack May	Harrisburg, Ark.	C	22	202	5' 10"	0
34	Aubrey Bardon	Fernbank, Ala.	T	22	195	6'	0
35	Joe Steeples	Pawhuska, Okla.	G	20	175	5' 8"	0
36	John Manson	Amsterdam, Ohio	B	19	194	6'	0
37	Claud Smith*	Longview, Tex.	G	21	200	5' 9"	1
38	Sam Aills*	Nacogdoches, Tex.	B	21	205	6' 1"	1
39	John Lingo	Miami, Okla.	B	20	170	6'	1
40	J. H. Outzs	Doyline, La.	E	20	175	5' 11"	1
41	Max Bowerman*	Enid, Okla.	B	20	165	5' 8"	1
42	Leon Allen	Minden, La.	G	21	180	5' 11"	0
43	Joe Zimmerman*	Chicago, Ill.	G	22	210	5' 10"	1
44	Weenie Bynum	Oklahoma City, Okla.	B	21	170	5' 10"	0
45	Bill Harris	El Dorado, Ark.	E	21	165	6'	1
46	Claude Mason	Bartlesville, Okla.	E	20	178	6'	0
47	Ted Olzack	Beaver Falls, Pa.	E	21	170	5' 9"	0
49	Gaston Kennedy	Magnolia, Ark.	B	21	180	6' 1"	1
51	Russell Turley	Webber Falls, Okla.	T	22	183	5' 10"	0
52	John Clark	Nowata, Okla.	B	21	185	5' 11"	0
53	Roy Midkiff	Oklahoma City, Okla.	C	22	175	6'	0
54	Lewis Bradley*	Oklahoma City, Okla.	G	21	167	5' 10"	1
55	Ogbourne Rawlinson*	Bastrop, La.	C	22	170	6'	0
56	Snookie Padgett	Shreveport, La.	C	19	180	5' 8"	0
57	Curtis Jones	Beaumont, Tex.	T	19	189	6' 1"	0
58	Hal Burgess*	Mansfield, La.	T-C	23	215	5' 11"	2
60	Gordon Longacre	Horatio, Ark.	T	20	195	6' 1"	0
61	Curtis Warren*	Eufaula, Okla.	E	21	187	6' 1"	1

*denotes lettermen

Curtis Parker, Head Coach
Elmer Smith, Backfield Coach
Tom Cobb, Line Coach
Walter "Cowboy" Hohmann, Freshman Coach
Bob Decker, Freshman Coach
Marvin "Hoot" Gibson, Trainer
Abie Morse, Student Manager

Best Wishes to the GENTLEMEN

CITY OF SHREVEPORT

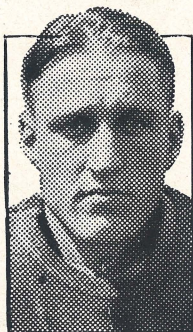
SAM S. CALDWELL,
Mayor

JOHN McW FORD,
Commissioner of Finance

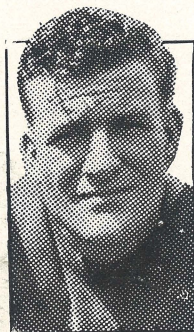
H. LANE MITCHELL, Commissioner of Streets and Parks

LAL C. BLANCHARD,
Commissioner of Public Safety

R. N. "BOB" ALLEN,
Commissioner of Public Utilities



OUTZ



VINSON



HARRIS

E. H. Buchanan

Blue Printing—Drafting
Photo Copies

Telephone 2-7453

SHREVEPORT



B. V. Bentley

Engineering Supplies
Oil Field Maps

309 Milam Street

LOUISIANA

NEON SIGNS

Serving The Ark-La-Tex Territory

OUTDOOR ADVERTISING

B & B System INC.

1687 Texas Ave.

Shreveport

Compliments of
J. C. PITTMAN

O'SHEA KNITTING MILLS

Makers of
O'SHEA

Athletic Knitted Wear For Every Sport

2414-24 No. Sacramento Ave.

CHICAGO

RULE CHANGES

By JOE R. CARTER, Sports Editor, The Shreveport Times

The oft-repeated cry of do not tamper with the rules was heard and respected by authors of the football code at their last meeting.

For once the fans can relax. They do not have to go into a deep study to become familiar with changes in the rules governing the gridiron game.

Only five changes affect the pigskin game this fall, and at least one comes as a relief to the spectators.

From the fans' viewpoint the most important thing the rule makers did at their last session was to issue the ultimatum that players must be numbered front and back so as to be easier to identify. This law is really a popular one.

The most important change for the game and the players pertains to the kickoff. In previous years the kickoff that went out of bounds was brought back to be booted again. This year the ball will be set down ten yards in from the spot where it went out, or on the defenders' 35-yard line, defenders' choice.

Two new explanatory notes have been written into the rules. One covers the kicking off a loose ball and the others in on pass interference.

This season if a player intentionally or unintentionally kicks a loose ball it will be given on the spot to the other team. If a free ball is struck by a portion of a player's body other than his foot it is not to be considered as being kicked.

If officials decide he wasn't really trying to catch or bat the ball a defending player won't be penalized if he bumps a would be pass-catcher.

Another change serves as a warning to coaches. If men ineligible to catch forward passes don't stay clear they may be held to the line of scrimmage.

GEORGE MORRIS Inc.

Chrysler—Plymouth
DISTRIBUTOR

320 Market

Phone 7151

MOHAWK TIRES

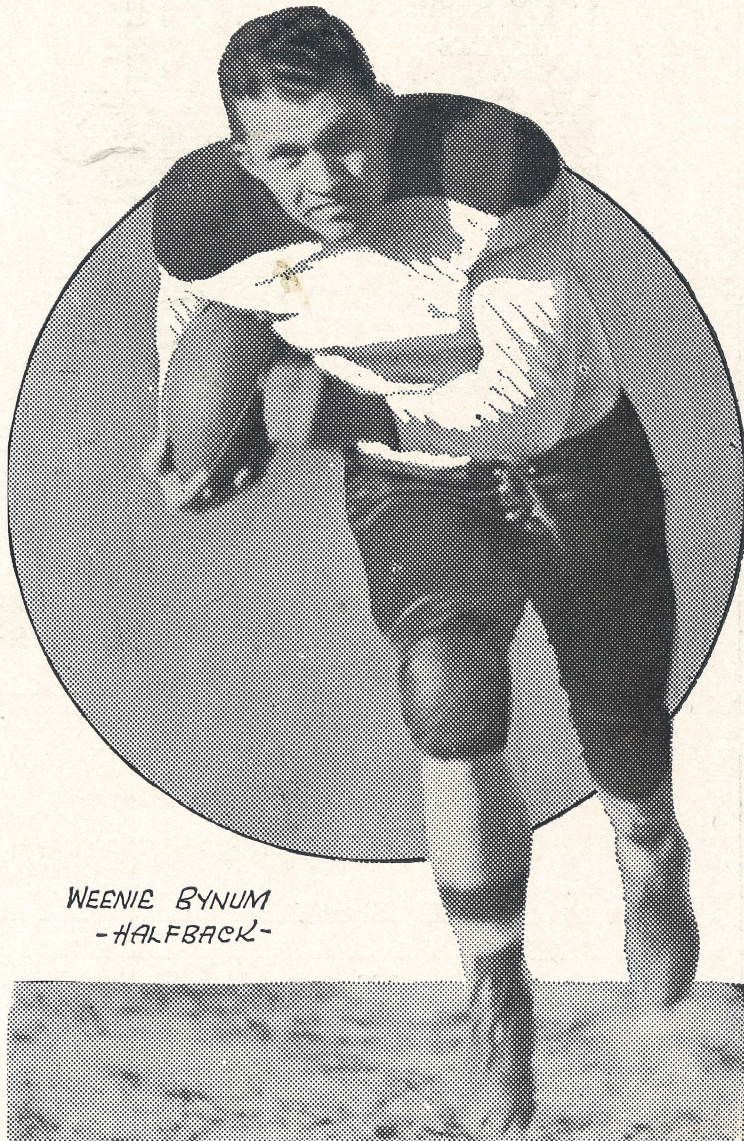
and

GOOD GULF Products

STROTHER
Tire Service Co.

Phone 4237

Crockett at Edwards
Shreveport, Louisiana



WEENIE BYNUM
-HALFBACK-



Phone 8-9100

Plaza Cafe

Featuring American and Mexican
Dishes

Kings Highway and Centenary

WE CATER TO PARTIES

Shreveport, La.

Centenary Barber Shop

Gents Barber Headquarters

O. Emerson

H. Watson

See "Boots"—Shine

Lets Ride with the
Gents to California

The Elite Cleaners
& Dyers

Odorless and Spotless

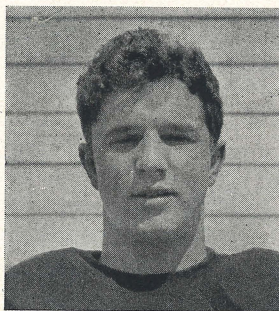
If your hair is not becoming—
You should be coming to us

Variety Beauty Shop

131 Kings Highway

Phone 8-3531

Across Street from Campus.



RAWLINSON—CENTER



RCA Victor
**ELECTRIC
TUNING**

FIRST SHOWING NOW!

BEWLEY

FURNITURE CO.



We Are Pulling
for You,

GENTS!

Hemenway
FURNITURE

Southwest Cementing Corp.
(Oil Well Cementing)

1028 Slattery Bldg.

Phone 5316

P. O. Box 1685

The FASHION

For

COLLEGE CLOTHES

GENTS' BOOSTERS

Benj C. Osborn
 Mrs Ruth Parker
 E. L. Davis

W. W. Newcomb
 Carrie James

John S. Coburn, M.D.
 H. J. Bruden, M.D.

Jimmie King
 Joseph H. Carter

Mrs. Bonneau Peters
 Mrs Oscar V. Jenkins

Mrs B. V. Bentley
 Horne & Smith

E. Miles

L. C. Clanton

W. C. Rhodes }
 J. A. Reed }

E. L. Ford

Frank Boydston
 R. E. Leach

J. B. Ford

Allen D. Morris

John H. Fackel
 Joe M. Loy

Montom Walkup
 Eddie Cole

J. B. Atkins

Gemma Serra
 "Red" Lawrence

Perry Sparks

E. R. Bernstein Jr.

Wm. Deane Jr

J. C. Brinkman Jr.

A. M. Shaw, Jr.

Joe Darwin

James Mitchell

Pat Turner

The Home Box (Ht.)

M. Weisman

R. L. Moore

R. L. Gay

A. B. "Kotton" Morris

LA. NORMAL

39 Allen, c	60 Killen, t
40 Bell, q	61 Ledet, t
71 Cope, h	52 Loomis, f
73 Couch, q	42 Maddox, e
57 Creighton, t	74 Mathis, g
46 Eason, g	75 Maxey, t
65 Elkins, e	46 Miller, t
63 Elkins, t	47 Murrell, h
77 Farr, c	69 Parker, h
70 Flournoy, t	45 Perkins, e
62 Gentry, t	43 Pernici, h
56 Gilson, h	44 Renwick, e
66 Hilborn, h	55 Russell, g
55 Harmon, f	58 Saucier, g
72 Hillman, g	41 Smolinski, e
76 Jackson, e	51 Wagley, t
50 Jackson, f	59 Webb, e
Kelly, g	53 Wiggins, e
54 James, c	68 Wyatt, f

CENTENARY

20 Beasley, b	40 Outzs, e
21 May, b	41 Bowerman, b
22 Stone, b	42 Allen, g
23 Birkelbach, b	43 Zimmerman, g
24 O'Brien, e	44 Bynum, b
25 Whitehurst, b	45 Harris, e
26 Patterson, e	46 Mason, e
27 Huddleston, b	47 Olzack, e
29 Looney, e	49 Kennedy, b
30 Vinson, t	51 Turley, t
31 Reynolds, g	52 Clark, b
32 Partin, t	53 Midkiff, c
33 May, c	54 Bradley, g
34 Bardon, t	55 Rawlinson, c
35 Steeples, g	56 Padgett, c
36 Manson, b	57 Jones, t
37 Smith, g	58 Burgess, t-c
38 Aills, b	60 Longacre, t
39 Lingo, b	61 Warren, e



*ACE of
for MILDNESS*

Copyright 1937, LIGGETT & MYERS TOBACCO CO.



LA. NORMAL VS. CENTENARY

PROBABLE STARTING LINEUPS

LA. NORMAL

CENTENARY

76 Jackson.....	L.E.....	Outz	40
75 Maxey.....	L.T.....	Partin	32
55 Russell.....	L.G.....	Bradley	54
77 Farr.....	C.....	Rawlinson	55
74 Mathis.....	R.G.....	Zimmerman	43
61 Ledet.....	R.T.....	Vinson	30
65 Elkins.....	R.E.....	Warren	61
73 Couch.....	Q.B.....	Huddleston	27
43 Pernice.....	R.H.....	Stone	22
69 Parker.....	L.H.....	Aills	38
68 Wyatt.....	F.B.....	Whitehurst	25

OFFICIALS

Alvin Bell (Vanderbilt).....	Referee
H. H. Moorman (La. Normal).....	Umpire
Tim Moran (Centenary).....	Head Linesman
Cecil Crowley (Centenary).....	Field Judge

THEM ALL
S and TASTE



W
MACRAE
GILLIES
37

The Favored Sports Newspaper
of Ark-La-Tex
THE SHREVEPORT TIMES

The Favored Sports Newspaper
of Ark-La-Tex
THE SHREVEPORT TIMES

Always first with all Sports News and the victories of
"Centenary's Gentlemen."

Complete details of every important football game
with sports gossip by the Nation's recognized writers.
Delivered when you are hungry for news as for your
breakfast.

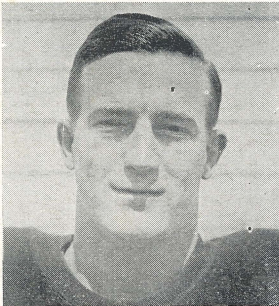
The Shreveport Times

*Covers Louisiana's Second Market with a circulation of
more than 50,000*

First in Reader Interest
First in Circulation

First in Advertising Lineage
First in Results

ATTEND EVERY CENTENARY GAME



BRADLEY—GUARD

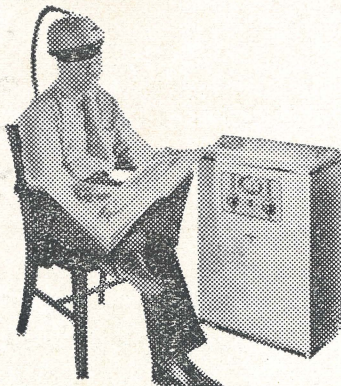
Just Remember

H. H. Bain Roofing Company

The Bain Roof is Rain Proof



BOWERMAN—BACK



Stop Falling Hair

The Therapeutic Method

XERVAC

Crosley Machine that Promotes
Growth of Hair

Get These Treatments at

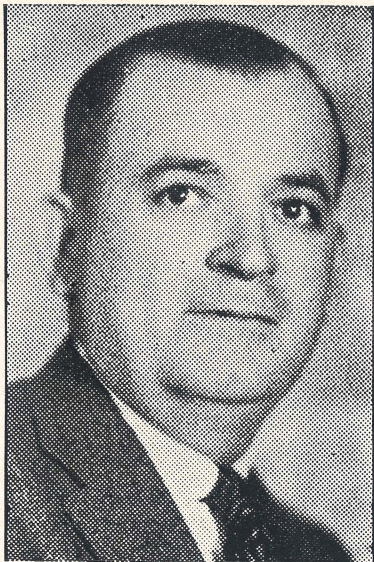
Cameron's Barber Shop

307 MILAM

Develop a Healthy Scalp

Stimulate Blood Circulation

Co-Chairmen of Program Committee



FRANK ELLIS

The 1937 Official Football Program, published under the direction of Mr. Arthur A. Davis and Mr. Frank Ellis, who gave liberally of their time, in order to make this program a success.



A. A. DAVIS

Superior Iron Works & Supply Co., Inc.

Macwyte Wire Rope
Merco Nordstrom Valves
Baroid, Aquagel, Baroco and Stabilite
Oil Field Supplies for all Oil and Gas
Fields

Compliments of

H. H. HAGGARD
DAIRY

Cahn Electric Co., Inc.

Everything Electrical

CARRIER
AIR CONDITIONING

May we figure
Your requirements

Phone 5184
708 Milam St.

CANNON'S

Shoes for Entire
family

Style—Fit—Durability

Cannon Shoe Store

417 Texas

ON BUCKING THE LINE WITH THE PRINTED WORD

SOME of you boys who are now profoundly interested in football will eventually take just as much interest in the game of business.

One of the most important keys to success in business is to learn quickly about the power of the printed word.

You can talk to a million men with type while you talk to one man in person. And with type you can get an audience with many a man who would not spare the time to see you in person.

Here at The JOURNAL we have the privilege of working

with many successful business men who understand that the most effective way to buck the ever-present line of business sales resistance is with good printing. Many of these men attended schools for which we printed beautiful annuals. They naturally turn to us for good business literature. And we have one of the best equipped plants in the South with which to serve them.

Long live Football! And long live the equally interesting game of independent American business!

The Journal Printing Co.
Shreveport, La.

Compliments of

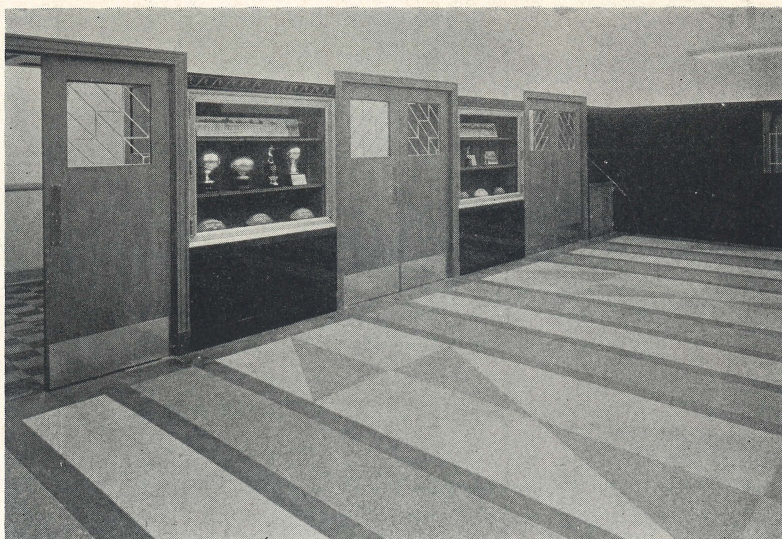
**MARKET
PRODUCT
CO., Inc.**

Insist upon Market Brand
Eggs in Cartons. No Higher
but Better

**Fresh From the Ozarks
Daily**

Also Specializing in Fresh
Fruits and Vegetables
Milk Fed Poultry

1014-16 Texas Avenue
Shreveport, La.

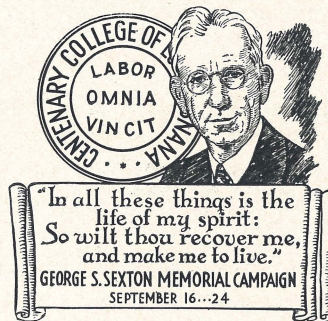


All cuts for this Program were made by
SHREVEPORT ENGRAVING CO.

Best Wishes for a
Successful Season



**The HEARNE
Dry Goods Co., Ltd.**



Morris Buick Co.



Nehi Bottling Co.

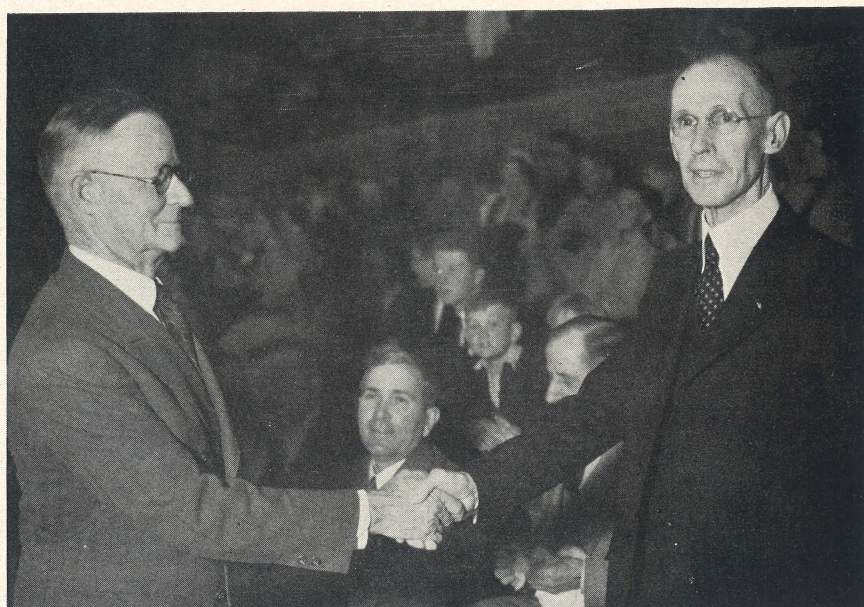
Big Chain Stores, Inc.

Shreveport's Own Home-owned and
Home-operated Food De-
partment Stores

305 TEXAS STREET
3016 HIGHLAND AVENUE
1526 FAIRFIELD AVENUE
2628 GREENWOOD ROAD

★
Compliment
of

Cook
Cook
&
Egan



Mr. B. W. Marston, chairman of Executive Committee of Board of Trustees and Bishop Dobbs, president of Board of Trustees.

100% For the Gents

COLONIAL SANDWICH SHOP

Good Food Builds
Strong Athletes



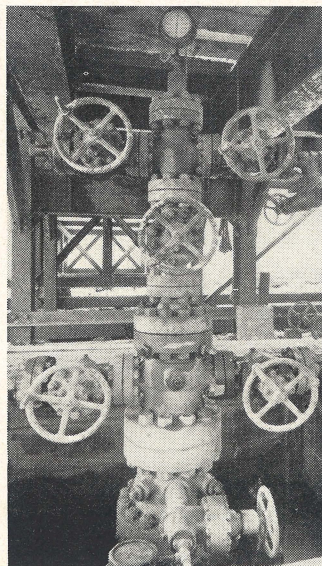
We Supply Fruit and Produce
For The Gents' Kitchen



SCHUSTER'S

500-508 Commerce St.

Phone 4151

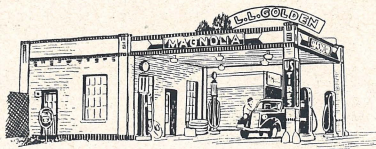


Producing
Louisiana
Oil
Through
an
O-C-T
'TREE

OIL CENTER TOOL CO.
QUALITY
O-C-T
PRODUCTS

HOUSTON, TEXAS, U.S.A.
CABLE ADDRESS 'OCENTOL'

Manufacturers of Blowout Preventers and Christmas Trees up to 10,000-lbs. test pressure.



L. L. GOLDEN

1301 Centenary Blvd.

Compliments of

L. E. Bankson

WELLMAN'S



Good Luck, Gents
Sanitary Barber Shop



321 Texas

Compliments of

Red River Motor Company



Compliments

WHITE SYSTEM, Inc.

AUTO—CO-MAKER—
COLLATERAL LOANS

E. R. Campbell, Mgr.

422 Market St.



AL BEASLEY - BACK

For Good Football, See the Gents
FOR GOOD LUGGAGE

"C"

Kidd-Russ Co.

"The House of Luggage"

**Arnold Barber & Beauty
Supply Co.**

Beauty Shop Fixtures and Supplies

Herbert Hanggi
Manager

723 Milam Street
Shreveport, La.

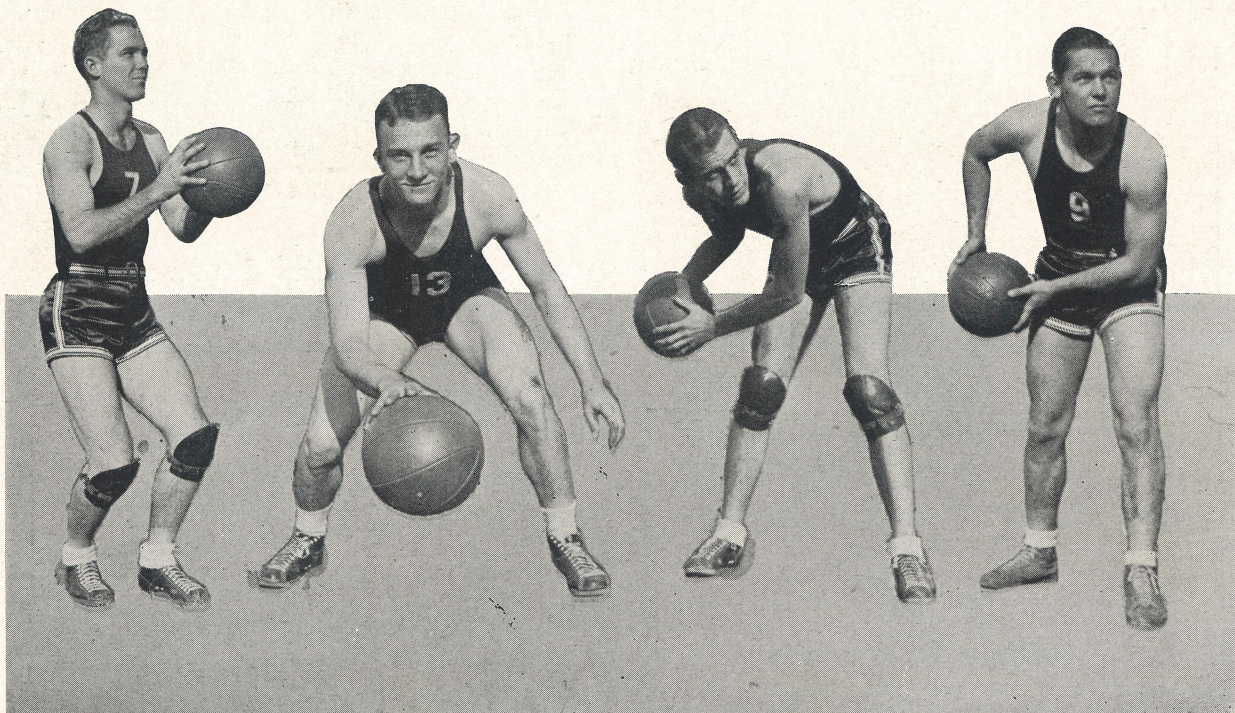


Phone 4101
Crockett and Common

Gents

*We Have a
Good Line Too!*

**Williamsport Wire
Rope Co.**



HUDDLESTON

BEASLEY

SNYDER

BOWERMAN

Compliments of
An ARDENT BOOSTER of the GENTS

•
LEON JOHNSON

Centenary Boulevard

Gents' Booster

Dance's
FINE FLOWERS

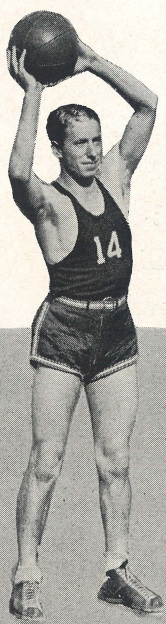
Compliments of

**Carney-Morris Printing
Company**

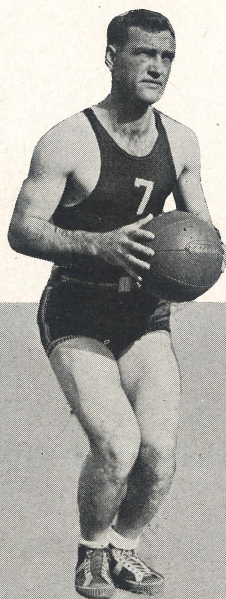
Printers and Stationers

Phone 7613

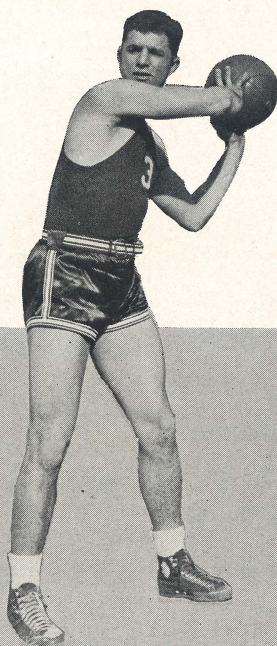
216 Milam St.



KENNEDY



LINGO



RAWLINSON



OUTZ



WILLIAMS

FORECAST

By Otis Harris

The accepted National Illustrated Football Annual says of Coach Parker—"At Shreveport, Louisiana, Curtis Parker has been doing a job of coaching that would shed credit on many a tycoon-appointed mentor."

We went to see Coach Parker and told him that we realized that the uncertainties of a hard schedule made it impossible for a coach to do much talking about team prospects but asked him to go a little farther than usual for the student body publication. He has agreed to a week by week interview—exclusive for the Conglomerate.

"What about the ends, Coach?

"Bud Warren is the standout at the ends and for that matter one of the key men on the team. He has a year of first string experience and should be one of the stars of this years team. He is big, fast, and plays a hard game.

"At the other end I can only tell you that I don't know. The fight is close between Outzs and Looney now, because he is an older man I would say Outzs. What I will think by game time I don't know."

Of the two sophomore backfield sophomore backfield aces, Bynum and Whitehurst, he said, "They are two of the great

est high school stars that ever set foot on a football field. But that doesn't make them great college players. In high school they had it easy; they could play the game as they pleased. Here it is different. They must do everything right. Mistakes they will make will cost the team yardage and many points. It is possible for a man to reach his peak early—to fail to develop farther under college coaching. I don't believe you would recognize either of them a year from now as the same boy."

"Whitehurst is on the first string. I don't know how much Bynum will play. He plays the same position as Stone. Stone might show so good it would be a shame to take him out except for an occasional rest."

When asked how many games he expected the team to win he shook his head with a laugh. "I will win two games", and he forgot to mention which ones.

"We're living for S. M. U.", he told us when we asked about that game.

"I would like for as many of the kids from the school to go to the opening game at Louisiana college as can. They can go on the special with the football players." He ended the interview by ducking under the shower.

CENTENARY'S 1937 OPPONENTS SCHEDULES

LOUISIANA COLLEGE

Date	Opponent	Location
Sept. 10	Nat'l Univ. of Mexico	Pineville
Sept. 16	Centenary College	Pineville
Sept. 24	Mississippi Teachers	Hattiesburg
Oct. 8	Delta State Teachers	Pineville
Oct. 15	Louisiana Normal	Natchitoches
Oct. 22	West Tennessee	Pineville
Oct. 30	Southwestern Institute	Lafayette
Nov. 11	Ouachita College	Arkadelphia
Nov. 20	Louisiana Tech	Pineville

LOUISIANA NORMAL

Sept. 18	Centenary College	Shreveport
Oct. 1	Magnolia A. & M.	Natchitoches
Oct. 8	Sam Houston Teachers	Natchitoches
Oct. 15	Louisiana College	Natchitoches
Oct. 23	Louisiana Tech	Shreveport
Oct. 29	East Texas Teachers	Commerce
Nov. 5	Stephen F. Austin	Natchitoches
Nov. 12	Mississippi Teachers	Hattiesburg
Nov. 20	L. S. U.	Baton Rouge
Nov. 25	Southwestern Louisiana	Natchitoches

OKLAHOMA CITY U. 1937 SCHEDULE

Sept. 17	La. Tech	Ruston
Sept. 24	Centenary	Oklahoma City
Oct. 1	Baylor	Oklahoma City
Oct. 9	Montana U.	Missoula, Mont.
Oct. 16	St. Benedicts	Atchison, Kan.
Oct. 22	Arkansas Tech	Oklahoma City
Oct. 30	St. Mary's	St. Mary's California
Nov. 6	Missouri Mines	Oklahoma City
Nov. 13	Oklahoma A. & M.	Stillwater
Nov. 19	Hardin-Simmons	Abilene

SOUTHERN METHODIST UNIVERSITY

Sept. 25	North Texas Teachers	Dallas
Oct. 2	Centenary College	Dallas
Oct. 9	Washington University	St. Louis
Oct. 16	Vanderbilt University	Dallas
Oct. 23	University of Arkansas	Ft. Smith
Oct. 30	University of Texas	Dallas
Nov. 6	Texas A. & M. College	College Station
Nov. 13	Baylor University	Dallas
Nov. 20	U. C. L. A.	Los Angeles
Nov. 27	Texas Christian U.	Ft. Worth
Dec. 4	Rice Institute	Dallas

BAYLOR UNIV. FOOTBALL SCHEDULE

Sept. 25	Southwestern	Waco
Oct. 1	Oklahoma City U.	Oklahoma City
Oct. 9	University of Arkansas	Waco
Oct. 16	Centenary	Shreveport
Oct. 23	Texas A. & M.	College Station
Oct. 30	Texas Christian U.	Waco
Nov. 6	University of Texas	Waco
Nov. 13	Southern Methodist U.	Dallas
Nov. 20	Loyola of Los Angeles	Beaumont
Nov. 27	Rice Institute	Houston

UNIVERSITY OF ARIZONA

Oct. 2	Arizona State	Tucson
Oct. 9	Oklahoma A. & M.	Tucson
Oct. 16	Texas Tech	Lubbock
Oct. 23	Centenary	Tucson
Oct. 30	New Mexico Aggies	Tucson
Nov. 5	Loyola	Los Angeles
Nov. 13	New Mexico U.	Albuquerque
Nov. 20	Kansas U.	Tucson
Nov. 25	Colorado State	Tucson
Dec. 4	Oregon U.	Tucson

MISSISSIPPI STATE COLLEGE

Date	Opponent	Location
Sept. 25	Delta State	State College
Oct. 2	Howard	State College
Oct. 9	Texas A. & M.	Tyler
Oct. 16	Auburn	Birmingham
Oct. 23	Florida	State College
Oct. 30	Centenary	Shreveport
Nov. 6	L. S. U.	Baton Rouge
Nov. 13	Sewanee	State College
Nov. 25	Ole Miss	Oxford
Dec. 4	Duquesne	State College

TEXAS CHRISTIAN UNIVERSITY

Sept. 25	Ohio State University	Columbus, Ohio
Oct. 2	University of Arkansas	Fayetteville
Oct. 9	University of Tulsa	Fort Worth
Oct. 16	Texas A. & M. College	Fort Worth
Oct. 23	Fordham University	New York City
Oct. 30	Baylor University	Waco
Nov. 6	Centenary College	Shreveport
Nov. 13	University of Texas	Austin
Nov. 20	Rice Institute	Fort Worth
Nov. 27	Southern Methodist U.	Fort Worth

LOYOLA UNIVERSITY

Sept. 24	Cal-Tech	Los Angeles
Oct. 1	Redlands	Los Angeles
Oct. 8	Hardin-Simmons	Los Angeles
Oct. 17	St. Mary's	Los Angeles
Oct. 24	Santa Clara	Los Angeles
Oct. 31	Univ. of San Francisco	Los Angeles
Nov. 5	Arizona	Los Angeles
Nov. 11	Centenary College	Los Angeles
Nov. 20	Baylor	Beaumont
Nov. 28	Open.	

TEXAS TECH

Sept. 18	Arizona State	Lubbock
Sept. 25	University of Texas	Austin
Oct. 2	University of Montana	Lubbock
Oct. 9	Detroit University	Detroit
Oct. 16	University of Arizona	Lubbock
Oct. 23	University of New Mexico	Lubbock
Oct. 30	Oklahoma A. & M.	Stillwater
Nov. 5	Loyola of the South	New Orleans
Nov. 11	Duquesne University	Lubbock
Nov. 20	Centenary	Shreveport
Nov. 25	Creighton University	Lubbock

OKLAHOMA A. & M. COLLEGE

Sept. 25	Wichita University	Wichita
Oct. 2	Creighton University	Stillwater
Oct. 9	Arizona University	Tucson
Oct. 15	Washburn College	Topeka
Oct. 23	University of Tulsa	Tulsa
Oct. 30	Texas Tech	Stillwater
Nov. 5	Washington University	St. Louis
Nov. 13	Oklahoma City University	Stillwater
Nov. 20	Oklahoma University	Norman
Nov. 27	Centenary	Stillwater

LOUISIANA TECH

Sept. 17	Oklahoma City University	Ruston
Sept. 25	Ole Miss	Oxford
Oct. 8	Millsaps	Ruston
Oct. 15	Mississippi State Teachers	Ruston
Oct. 22	La. Normal	Shreveport
Oct. 29	Illinois Wesleyan	Ruston
Nov. 6	University of Tampa	Tampa
Nov. 13	S. L. I.	Ruston
Nov. 20	Louisiana College	Pineville
Nov. 25	University of South Dakota	Ruston
Dec. 4	Centenary College	Ruston

1937 CENTENARY BOOSTERS CLUB

BONNEAU PETERS, *President*

Football Season Ticket Committee

HENRY A. O'NEAL, *Chairman*



HENRY O'NEAL

Bill Pinson Team

Maroon

Ed O. Hardin
Jimmie Atkins
Allen D. Morris
E. A. Labry
Charlie Grayson
Joe E. Marshall
A. R. Teague
O. F. Sharver
Ralph Worley
Carl Stewart
D. M. Simerly
Charlie Hart
C. W. Robinson
A. W. Baird
Hardy A. O'Neal
Howard Hooper
Billie Goldstein
Tommie Massingill



BONNEAU PETERS

W. N. O'ROARK Team

"Whites"

Arthur Davis
Paul Mullin
E. I. Davis
H. D. Lawrence

Sid Binion
Frank Ellis
J. W. Paylor
J. B. Greer

Elgin Cole
Bert Kouns
W. A. Robinson, Jr.
Jimmie Serra

Milton LaPorte
R. R. Adams
Charlie Harbuck
Jimmie Davis

Team Doctors:

Sick and injured GENTS are cared for by the following doctors of the Shreveport Clinic:
Drs. B. C. Garrett, George Garrett, W. L. Atkins, J. G. Pou, and W. J. Norfleet, Davidge.

Football Program Committee:

A. A. Davis and F. A. Ellis,
Co-chairmen

Summertime Employment Committee.

Bonneau Peters, Chairman
F. A. Ellis, Sub-chairman

Reception of Visiting Teams Committee:

Allen Morris, Chairman
Charlie Grayson, Sub-chrmn.
J. P. Ragsdale

Entertainment Committee:

Paul Mullin, Co-chairman
A. A. Davis, Co-chairman

Publicity Committee:

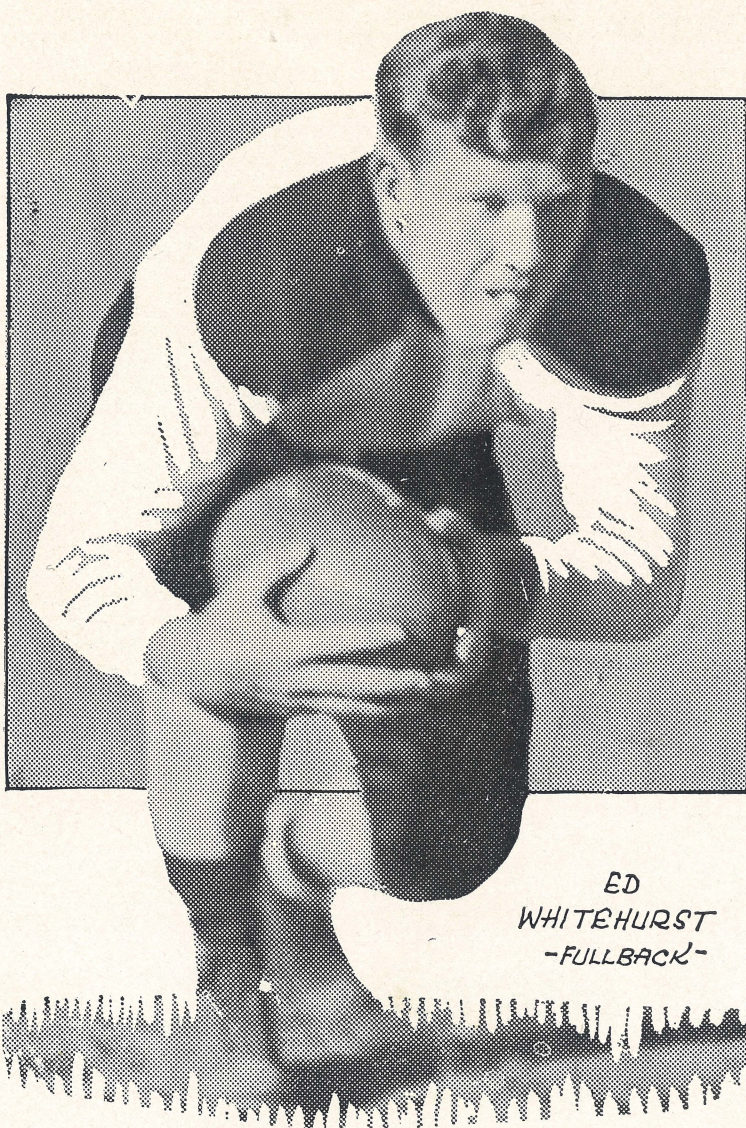
Ralph Worley, Press
J. M. Ellis, Radio

Honorary Members:

Ralph Swanson
Waldo Moore
Joe Carter
Otis Harris
Ted Andrews

Banquet Committee:

E. I. Davis
R. R. Adams, Chairman



Best wishes, Gents

Herndon & Davis

E. I. (Grits) Davis, Owner



705 Austin Pl. at Milam

Compliments of

C. C. Hardman

Sherwin-Williams
Paints

Flint Kote Roofing



716 Texas Street



Best
Wishes,
Gents.

**CUTTING
DRUG
PRICES**

Like The Gents
Cut Around
Would-Be
Tacklers

**INDEPENDENT DRUG
GREENWALLS DRUG
KANSAS CITY DRUG**

Compliments of

**Southland Investment
Company, Inc.**

Automobile Financing

H. A. Blocker, President
W. M. Thomas, Secy-Treas.

Tenth Floor Slattery Building
Shreveport, La.

GENTS' BOOSTERS

J. D. Weston
M. Drake
S. J. Cannon
J. E. Higbee.
B. F. Roberts,
Edmund Conger
B. P. Moore.
J. L. Morris
A. H. Harker
J. E. Brown
O. O. Pickens
J. Lykes
J. J. McClelland
Brooks Vanstorn
L. J. W. W. W.
Curtis Parker
Burke
F. Fuller
Mrs W. H. Webb.

Tom Cobb
B. B. B. B.
W. P. Hentress
C. H. Lyons
W. H. Hentress
R. B. Brown
R. H. Brown
R. H. Brown
John L. Kelly
J. E. Proctor
V. H. Murre
William F. Wood

FRESHMEN COACHES



Bob Decker

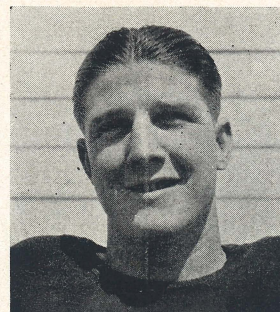
FRESHMAN COACH BOB DECKER

Blond Bob, an outstanding tackle during his varsity service with Centenary, is assisting in rounding out the freshman football program in 1937. Decker teamed with Broddie Waller in

1936 to give the Gents some of the best tackle play the team has ever had. In addition to being a football star, Decker was also a basketball letterman, and one of the most popular athletes the school has ever had.

FRESHMAN COACH WALTER HOHMAN

Two years as a varsity guard and one as quarterback fitted the popular "Cowboy" for his duties as a freshman coach. In an emergency that was created in 1936, Hohmann was withdrawn from the line where he had played with conspicuous success and installed in the back-field where he ran the club in



"Cowboy" Hohman

such an expert manner as the signal-caller that he held down the first-string quarterbacking role the entire season. In addition to his duties as freshman coach, Hohmann is also on the call list for work with the varsity.

THE J. B. BAIRD CORPORATION

5800 St. Vincent Ave.

Shreveport, La.

Centenary, I am For
You



W. T. MAYO

225-26-27 Ardis Bldg.

S. H. Bolinger,
President

J. C. Bolinger,
V-President

**Bolinger Lumber & Supply
Company, Inc.**

L. G. Morgan, Manager

Telephone 2-1169
Bossier City, La.

Compliments of

Morrison Cafeteria Co.

312 Texas—Next to Kress

Gents, "Buster" Wide Open

Our "Gumbo Buster" line will get the
hole for you.

Republic Supply Co.

Gumbo Buster Equipment

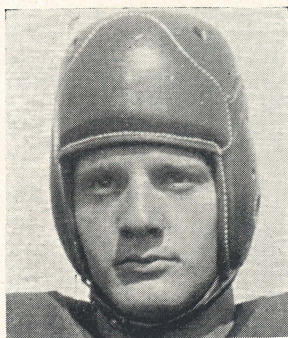
Jones Sucker Rods

Oil Field Supplies for All Oil Fields

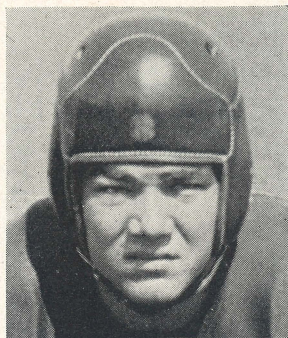
J. Sadler Selcher
 Arthur a Jarvis
 E. A. Kays
 J. E. Laflin
 T. R. Roan
 May Sebastian
 Doc Frank
 Henry L. Schober
 H. J. Stacey
 A. G. Mournoy
 J. White
 J. H. Messer
 C. H. Messer
 J. A. Mym
 S. G. Cassity
 V. Price
 W. W. Winton
 J. H. Anderson
 P. M. Oued

Judge J. H. Stephens
 J. S. Flournoy
 J. H. Stephens
 W. J. Brundage
 J. E. Meadows
 J. A. Bradley
 Hardy A. O'Neal
 Jim Martin
 E. Jones
 Robert Lee
 Harry J. Stahl
 Andrew
 John L. Brown
 Kenneth Bronkall
 Mr. + Mrs. J. H. Blakemore
 W. and Mrs. C. E. Beckwith
 J. R. Grier
 Sadon Grier
 S. H. Kitch

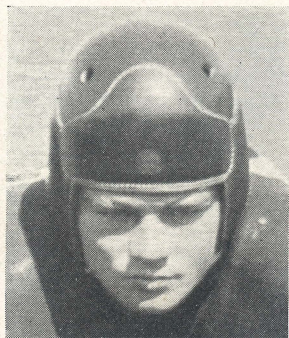
Gents



MASON—END



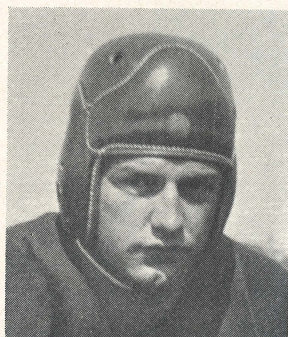
REYNOLDS—GUARD



JACK MAY—END



LONGACRE—TACKLE



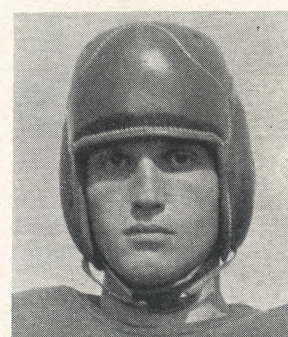
TURLEY—TACKLE



BARDON—TACKLE



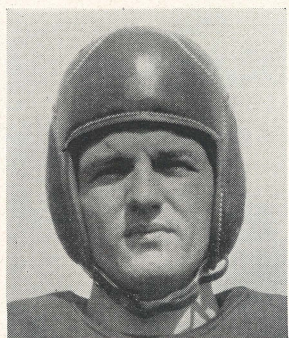
ALLEN—GUARD



OLZACH—END



STEEPLES—GUARD



O'BRIEN—END



LOONEY—END



CLARK—BACK



HOOT" GIBSON—TRAINER



F. M. MAY—BACK

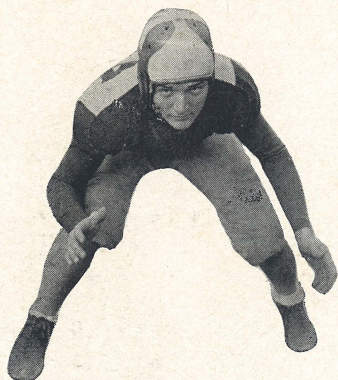


OUTZ—END



MIDKIFF—CENTER

LOUISIANA NORMAL



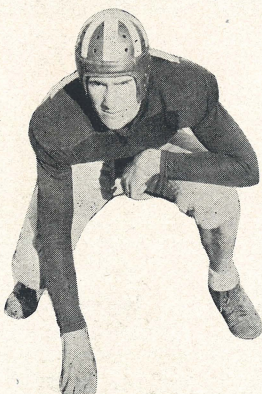
Tom Elkins, T.



Dudley Hillman, G.



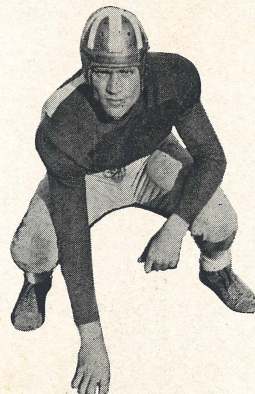
Alton Wagley, T.



Gordon Wiggins, End



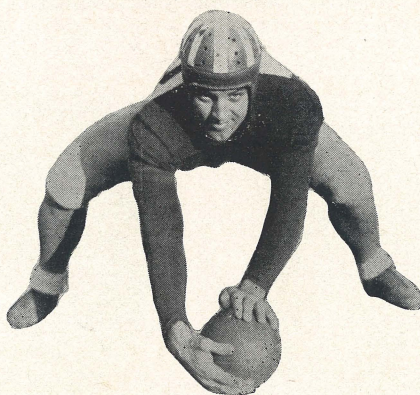
J. P. Russell, G.



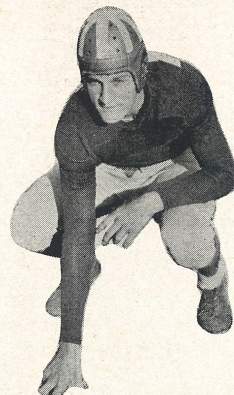
Sims Jackson, End



Hugh Flournoy, T.



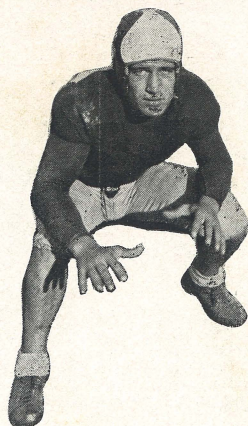
Kidd Farr, Center



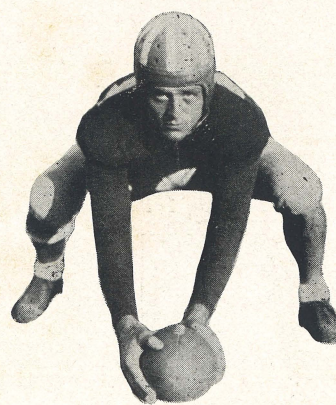
Ed Perkins, End



Charles Mothis, G.



Walter Ledet, T.

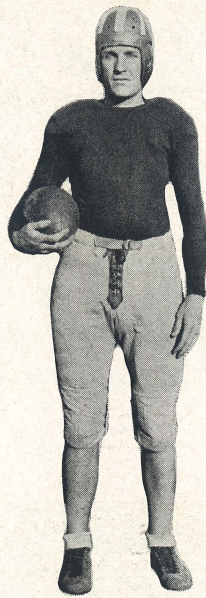


Billy James, Center

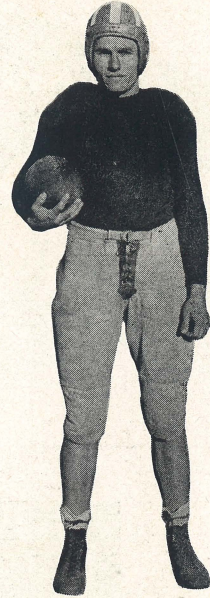
LOUISIANA NORMAL



Maurin Wyatt, H.B.



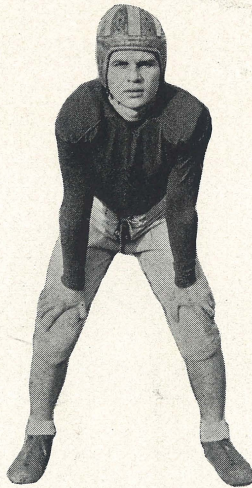
Gerald Couch, Q.B.



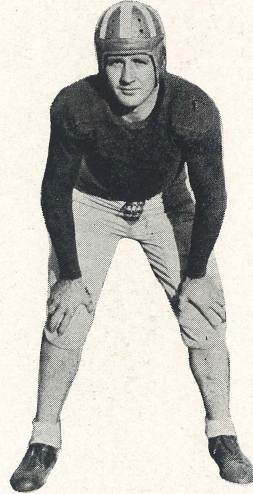
Steve Harmon, H.B.



James Hilborn, H.B.



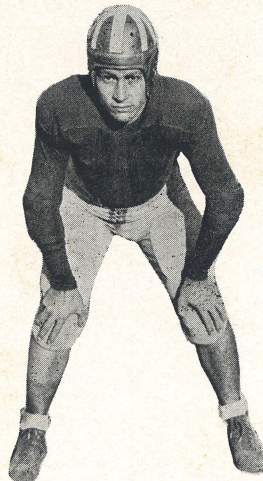
Frank Pernice, H.B.



Charlie Loomis, F.B.



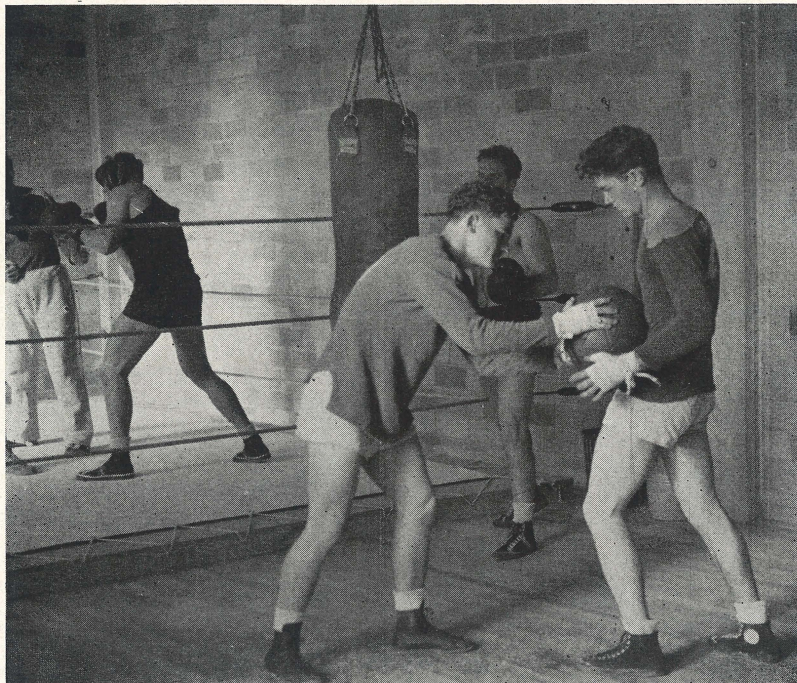
Harold Smolinski, End



Emmett Cope, Q. B.



Billy Parker, H.B.



Training

*Our Compliments
to the Gents*

Shreveport Long Leaf

1632 Texas Avenue

**Robinson-Slagle
Lumber Co., Inc.**

**Ruberoid Roofing
Devoe Paints**

Phone 3266

1401 Abbie

*"Shreveport's Shopping Center
For Discriminating Women"*

Rubenstein's
SINCE
1895

*"A Shreveport Home-Owned
Institution for Over Forty-two Years"*

We are with you, Gents



**SHREVEPORT
BLOW PIPE CO.**

309 Spring St.

**Mid-Continent
Supply Company**



**Oil Well Supplies
and Equipment**

Bacon & Edwards

Sportsman's Paradise

"No Uptown Overhead"



Velva at Texas Ave.

Best wishes, Gents



R. E. Allison Drilling Co.

Shreveport, La.

1903

1937

S. J. Harman and Co.

BROKERS

Stocks, Bonds, Commodities

201 Milam St.

Phone 4249



And He Learned
about **FRESHNESS**
from Her!

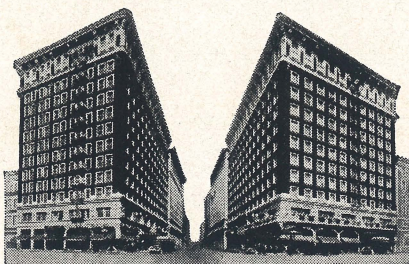


Copr., 1937, P. Lorillard Co., Inc.

**PRIZE CROP TOBACCOS MAKE THEM DOUBLE-MELLOW
2 JACKETS OF "CELLOPHANE" KEEP THEM FACTORY-FRESH**

New Rosslyn Hotels

5th and Main Sts.
Los Angeles, Calif.



*Your Headquarters in
California*

Centrally located
Moderately priced
Free transportation to
and from Railway Stations

Wire your reservations at our expense

The right play to call after
the game

—Dinner and Dancing in
the MURAL ROOM of The
Baker Hotel . . . in down-
town Dallas.

JOE REICHMAN

and his

ORCHESTRA

We Invite you!

Oklahoma's Finest
Coffee Shop

City's Only
Roof Garden

500 Rooms—500 Baths



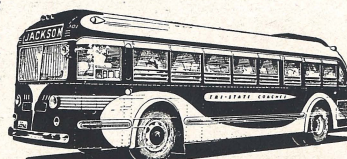
Rates \$2.50 and Upward Single, \$3.50 and Upward
Air Conditioned Banquet Halls
Convention Halls

They're off!



Travel Tri-State
coaches at one-
third cost of
driving your car.
Special low
rates on chartered
coaches too.

OLIVER
FORD JR.



TRI-STATE COACHES

The greatest array of foot-
ball in the history of sports.
Every high school student,
every college man and wo-
man, every football fan,
will want to visit all the
games and see their favor-
ite teams in action. And
when you go, travel Tri-
State Coaches. Convenient
schedules, lowest fares.

CONSIDER THE FIRM
AS WELL AS THE CAR

*Wray
Dickinson
Co. Inc.*

Dependable
26 Years

308 Market St.

Compliments of

The Hicks Co., Ltd.

Wholesale Merchants

DIAMOND COFFEE MILLS
NELSON CANDY CO.
CHEROKEE DAIRY

Wilson Supply Co.
Oil and Gas Well Supplies

Office 702 Ardis Bldg.

Phone 2-7564

Warehouse 818 Louisiana Ave.

Phone 2-6654

Walter A. Hammann
MANUFACTURER'S AGENT

W. K. M. Products
Grove - Regulators

602 Kirby Place

Phone 8-3157

Shreveport, La.

Larkin Packer Co., Inc
Manufacturers
OIL FIELD EQUIPMENT

818 Louisiana Avenue

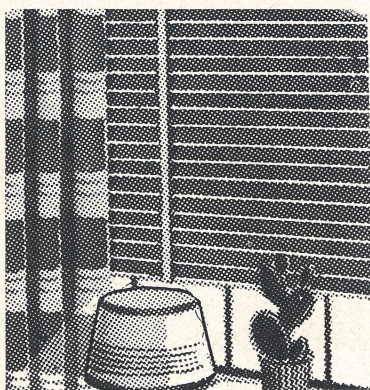
Shreveport, La.

Phone 2-6654

Main Office and Factory: St. Louis, Missouri.
Branches: Kilgore, Houston and Odessa, Texas,
Tulsa, Oklahoma, Hobbs, New Mexico

Pictures for
Program by

Milbourne Studio



We Manufacture
FINE
VENETIAN
BLINDS



Alphonse
Brenner

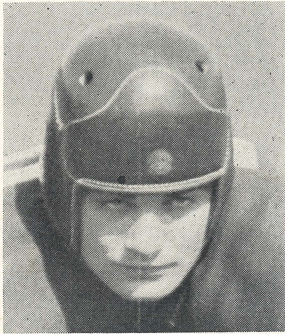
Fertilizer for Gents
Gridiron furnished by

Shreveport Fertilizer Co.

Thanks To Mr. Shallenberger

Compliments of

Parade Gasoline Co., Inc.



PADGETT—CENTER

Shreveport, Louisiana



MANSON—BACK

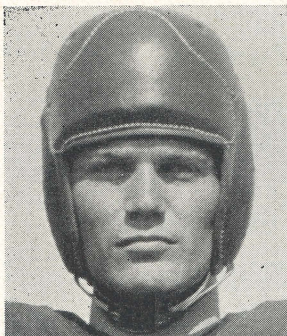
Hold 'Em Gents . . .

And Like Our
HYDROMATIC BRAKES, YOU Will Be a WINNER
The Parkersburg Rig & Reel Co.

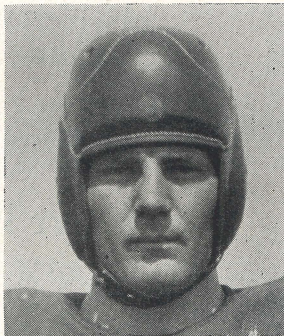
Executive Offices and Main Plant
Parkersburg, West Virginia

Warehouses in All Active Fields

Gents



PATTERSON—END



BIRKELBACH—BACK



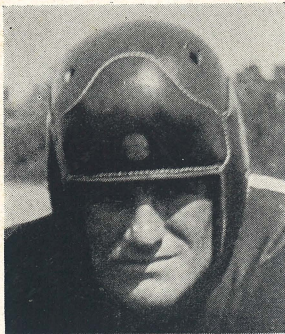
LINGO—BACK



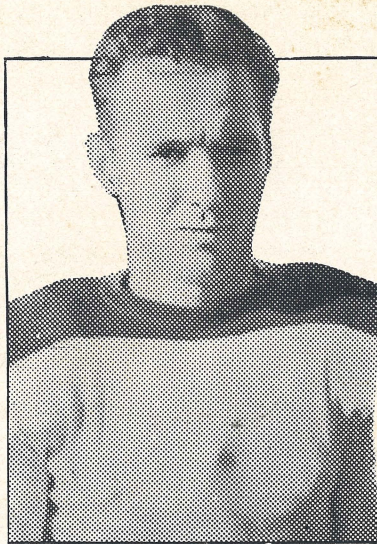
HARRIS—END

GENTS' BOOSTERS

Dan D. Doree R. H. "Bob" Allen J. D. Doree J. D. Doree Guay Stinson Vernon F. Ware Junior D. Hendrick James B. Gallogay Aaron P. Diller J. D. Rouse D. R. McIntyre J. Walters J. Henry Smith J. W. Hughes - Sheriff Victor G. Simmons M. Anthony Allen D. Anthony L. G. Hancock Pat Malloy E. E. Howell A. E. Reed	Maype C. O. Day B. V. Bentley Jimmie Collins Dale Worley Arthur O'Neil Leon Quinn Bossman Petrus Pat Blitcher Fred W. Johnson Harry L. Crichton E. L. Holland R. C. Curtis George M. Lyons Jr John M. Stathman W. B. Fulton L. W. Day John R. Smith F. W. Smith J. J. Reed
--	--



VINSON
Tackle



HUDDLESTON
Quarterback



BEASLEY
Back

PATRONIZE OUR ADVERTISERS, THEIR
CO-OPERATION MADE THIS
PROGRAM POSSIBLE



Members of Board of Trustees at dedication of new Gym

Smart Football

... is what the Centenary team has always played! The Gents know it takes more than a strong back and good disposition to win a tough game!

But smartness isn't confined to the gridiron when the Big Games come! No indeed! The grandstands are full of it ... on modern young people who take smartness in clothes for granted and accept nothing less! ¶ Scout Centenary for tips on "What the Well-dressed Young Collegian is Wearing"!

Sears Supplies Male Smartness in "Fashion Tailored" Suits at

Made of fabrics bought from leading manufacturers . . . Designed to the popular mode . . . Tailored by expert craftsmen . . . They wear longer, cost less . . . and they're a touch-down for Smartness!

\$25

Our Thrift Price "Fashion
Tailored" Suits \$20

From dormitory curtains to golf sticks, Collegiate needs can be supplied at Sears! Shop where a lean "allowance" purse goes farther, and the quality is always right!

Phone
2-5761

FEIBLEMAN'S
Sears

624
Texas Street

The Sears, Roebuck and Co. Store Serving Shreveport

Hollywood's Most Polished Voice

HERBERT MARSHALL* TELLS HOW THE THROAT-STRAIN OF ACTING CALLS FOR A LIGHT SMOKE

"In a recent scene," says Herbert Marshall, "I talk two minutes on the telephone. This scene took half a day to 'shoot'—four hours of painstaking voice shading. But even after scenes like this, I find that Luckies are always gentle on my throat. It's only common sense for an actor—or anyone else, for that matter—to want a light smoke."

The reason that Mr. Marshall—and you—find Luckies a light smoke is that the "Toasting" process takes out certain throat irritants found in all tobacco—even the finest.

And Luckies do use the finest tobacco. Sworn records show that among independent tobacco experts—auctioneers, buyers, warehousemen, etc.—Lucky Strike has twice as many exclusive smokers as have all other cigarettes combined.

In the impartial, honest judgment of those who spend their lives buying, selling and handling tobacco... who know tobacco best... it's Luckies—2 to 1.

*Co-starring with Barbara Stanwyck
in RKO's "A Love Like That"

A Light Smoke

EASY ON YOUR THROAT—"IT'S TOASTED"

Copyright 1937, The American Tobacco Company



**WITH MEN WHO
KNOW TOBACCO BEST**

*It's Luckies
2 to 1*